

Localism has been a major cornerstone of FCC policy since the 1940s and yet decisions in recent years have lead to decline in local content and a homogenizing effect on radio content has taken hold. Most channels now available to the average consumer sound almost identical and in fact it is not uncommon to change FM stations and hear the same song being aired at the same time as another station. Companies such as Clear Channel Communications are themselves a large national conglomerate and through their efforts local programming has diminished. Satellite providers, on the other hand, have continued to improve their offering by diversifying their content and now even more so with the addition of localized news and weather.

It is the FCC's mandate to act as a guardian for the airwaves, which by definition are public domain. How can one argue that by eliminating sources for content you are in actuality preserving local content? This is what the NAB would have we, the public, believe and yet simple math tells us by removing one company from the equation you do not increase the number of voices that can be heard.

If the FCC limits satellite providers ability to offer regional content and the FCC continues to deregulate media ownership rules then soon the airwaves will become fallow. There will be no cause for innovation, no motivation to offer varied content and the spectrum will go to waste and be of no use to the public, for which it is to serve.

Please reject NAB petition 04-160 and insure the continuation of quality programming for the entire nation.